



HOW TO DEVELOP AND UTILIZE AN ECONOMIC IMPACT ANALYSIS

Eastern Regional Luncheon Agenda

September 26 • Noon – 1:30 pm • City Club Wilmington

Presenting Sponsor



11:30 am – Noon

Registration / Networking

Noon – 12:25 pm

Luncheon Buffet

12:25 – 12:35 pm

Welcoming Remarks

JOSH HALLINGSE

Chair – NCEDA Professional Development Committee
Executive Director – Transylvania Economic Alliance

JASON MCLEOD

Business Development Manager – ECS Southeast

12:35 – 12:40 pm

NCEDA Information / Legislative Update

SHEILA KNIGHT

Director of Outreach & Partnership Development – NCEDA

12:40 – 12:45pm

Speaker Introduction

DOUG ARRINGTON

Account Executive - IMPLAN

12:45 – 1:15 pm

How to Develop & Utilize An Economic Impact Analysis

PENNY WHITEHEART

Senior Consultant
Creative Economic Development Consulting

1:15 – 1:30 pm

Q&A / Closing Remarks / Adjourn

UPCOMING EVENTS:

*Fall Conference: October 29-30 • Asheville
Networking Luncheon: December 5 • Raleigh*

PRESENTER



PENNY WHITEHEART

For 15 years, Penny Whiteheart has directed key programs at the Piedmont Triad Partnership, a regional economic development organization based in Greensboro. She manages economic development, marketing, communications and foreign trade zone programs, working with public and private allies and stakeholders to advance projects with region-wide impact. Since 2014 she has served as managing director of an aerospace and aviation cluster initiative, working to improve workforce pipelines, strengthen supply-chains and sharpen the competitiveness of existing companies. Prior to joining the PTP staff in 2000, Penny worked in economic development research, marketing

and business development at the local level in the Triad. Today, she is a frequent speaker on international trade, workforce readiness and economic development best practices. Penny is past president of C2ER, the national association of professionals in community and economic development research and a member of the board of the NC Center for the Creative Economy. A Winston-Salem native, she holds undergraduate and graduate degrees from UNC-Chapel Hill. Penny resides in Greensboro with her husband and three children.

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